

Sriram Puli Hemanth Kumar

PRODUCT DESIGNER • Bloomington, IN

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WORK EXPERIENCE

Zoho Corporation

User Interface Designer

Chennai, India

Jan 2021 - Jan 2023

- Collaborated with engineers and designers to design user interfaces for various applications on Apple devices and for marketing websites of Zoho Show, resulting in a 30% improvement in user satisfaction and engagement.
- Developed advanced visual filters for a remote collaboration app, significantly optimizing video streaming capabilities.
- Pioneered the design of a trademarked iOS app for short video storytelling, collaborating closely with product managers and developers to define features and requirements.
- Conceptualized and executed the design of a social application aimed at engaging users through conversations and community activities, offering a dynamic platform for expression and connectivity.
- Overhauled a versatile design tool that streamlined the creation process for social media posts, presentations, posters, and logos, greatly improving usability and design flexibility.

Campus Avenue

User Experience Designer Intern

Chennai, India

Oct 2019 - Dec 2019

- Spearheaded the UX design of a FinTech mobile application, from developing low to high-fidelity wireframes to creating engaging video presentations for client pitches, significantly enhancing product marketability and playing a pivotal role in securing new clients.

EDUCATION

Indiana University Bloomington

M.S in Human Computer Interaction Design

Bloomington, IN, US

Aug 2023 - May 2025 (Expected)

Anna University

B.E in Computer Science & Engineering

Chennai, India

Aug 2016 - May 2020

FREELANCE

Stavis Fluid Systems

Web Designer & Developer

Coimbatore, India

May 2023

- Pioneered the design, development, and launch of a website, dramatically boosting online visibility and escalating customer engagement by 35%
- Executed comprehensive performance testing and optimization, significantly enhancing user experience with a 50% reduction in load times and improved functionality.

VOLUNTEERING

Anna University

Student Volunteer

Chennai, India

Sept 2018 - Sept 2020

- Crafted a series of posters and publicity materials, significantly boosting event attendance through engaging and targeted visual communication.
- Designed a user-centric mobile app providing schedules, session details, and speaker info for a symposium, enhancing attendee engagement and experience.

SKILLS

Design: Interface Design, Storyboarding, Wireframing, Prototyping, Visual Design, Graphic Design, Accessibility Testing

User Research: User Surveys and Interviews, Contextual Inquiry, Cooperative Design, Usability Testing, Affinity Mapping

Software: Figma, Sketch, Adobe Creative Suite, Vectornator, Final Cut Pro X, Blender

Development: C, C++, Swift, HTML, CSS, JavaScript